

## **EXHIBIT 6**

**Cycle Sport  
USA Reader  
Survey  
Synopsis  
2005-2009**

**Top Ten Most  
Recently  
Purchased  
Road Bikes**

2009	Trek	Specialized	Cervelo	Cannondale	Bianchi	Giant	Colnago	Pinarello	Look	Serotta
2008	Trek	Specialized	Cervelo	Cannondale	Giant	Serotta	Colnago	Bianchi	Orbea	Pinarello
2007	Trek	Specialized	Cannondale	Cervelo	Giant	Colnago	Bianchi	LeMond	Orbea	Litespeed
2006	Trek	other	Specialized	Cannondale	Colnago	Bianchi	Litespeed	LeMond	Giant	Cervelo
2005	Trek	Cannondale	Specialized	Colnago	Litespeed	Giant	LeMond	Bianchi	Serotta	Merckx

**Top Ten Bikes  
Price Not An  
object**

2009	Pinarello	Cervelo	Colnago	Trek	Specialized	Seven	Merckx	IF	Orbea	Parlee
2008	Cervelo	Pinarello	Colnago	Trek	Specialized	Serotta	DeRosa	Seven	Parlee	Bianchi
2007	Trek	Colnago	Cervelo	Specialized	Merckx	DeRosa	Serotta	Seven	BMC	Pinarello
2006	Colnago	Cervelo	Trek	Merckx	Pinarello	Serotta	Seven	Litespeed	DeRosa	IF
2005	Colnago	Trek	Serotta	Pinarello	Merckx	Litespeed	Cervelo	Seven	DeRosa	Orbea

**Top Ten Bikes  
Price Being An  
Object**

2009	Trek	Cervelo	Specialized	Cannondale	Colnago	Giant	Pinarello	Felt	Bianchi	Look
2008	Cervelo	Trek	Specialized	Cannondale	Colnago	Giant	Bianchi	Pinarello	Orbea	Serotta
2007	Trek	Cervelo	Specialized	Cannondale	Colnago	Bianchi	Orbea	Pinarello	Merckx	Serotta
2006	Trek	Cervelo	Specialized	Colnago	Bianchi	Cannondale	Merckx	Giant	Orbea	Litespeed
2005	Trek	Specialized	Cannondale	Litespeed	Cervelo	Colnago	Giant	Orbea	Bianchi	Merckx

## **Cycle Sport USA Magazine 2009 Reader Survey**



**Survey Results**

Internet Cafe	2	0%
Other, Please Specify	3	0%
<a href="#">View Responses</a>		

**39.** Most recently purchased road bike

Aegis	1	0%
Alan	0	0%
Argon 18	2	0%
BH	2	0%
BMC	9	1%
Basso	1	0%
Bianchi	42	4%
Blue	6	1%
Calfee	9	1%
Cannondale	72	6%
Carrera	2	0%
Casati	0	0%
Cervelo	79	7%
Cinelli	3	0%
Ciocc	2	0%
Colnago	40	4%
Coppi	1	0%
Custom	10	1%
Cyfac	1	0%
Davidson	1	0%
De Rosa	5	0%
Debernardi	0	0%
Dean	1	0%
Dolan	0	0%
Eddy Merckx	18	2%
Elite	0	0%

Felt	21	2%
Fondriest	3	0%
Fuji	16	1%
Focus	0	0%
Gary Fisher	0	0%
Giant	42	4%
Gios	1	0%
GT	9	1%
Guru	4	0%
Hampsten	3	0%
Ibis	0	0%
Independent Fabrications	8	1%
Isaac	0	0%
Jamis	3	0%
Javelin	0	0%
K2	1	0%
Kestrel	7	1%
Klein	6	1%
Kona	4	0%
Kuips	0	0%
Kuota	6	1%
LaPierre	4	0%
LeMond	24	2%
Litespeed	24	2%
Look	26	2%
Louis Garneau	3	0%
Lynsky	1	0%
Marin	2	0%
Marinoni	1	0%
Masi	4	0%
Merlin	13	1%



Milano Sport	0	0%
Mondonico	1	0%
Mongoose	1	0%
Moots	2	0%
Moser	1	0%
Olmo	1	0%
Opera	3	0%
Orbea	24	2%
Parlee	7	1%
Pegoretti	1	0%
Performance	1	0%
Pinarello	31	3%
Quintana Roo	1	0%
Quattro Assi	2	0%
Raleigh	8	1%
Redline	2	0%
Richard Sachs	0	0%
Ridley	14	1%
Ritchey	4	0%
Salsa	0	0%
Scattante	1	0%
Scott	23	2%
Schwinn	7	1%
Serotta	31	3%
Seven	16	1%
Somec	0	0%
Specialized	135	12%
Spectrum	5	0%
Storck	1	0%
Surly	3	0%
Time	11	1%







Titus	3	0%
Tomassini	0	0%
Torelli	4	0%
Trek	171	15%
Van Dessel	2	0%
Waterford	1	0%
Wilier	4	0%
Other	70	6%
Total	1135	100%

**40.** Most desired bicycle if price were no object

Aegis	0	0%
Alan	0	0%
Argon 18	2	0%
BH	3	0%
BMC	7	1%
Basso	0	0%
Bianchi	10	1%
Blue	1	0%
Calfee	9	1%
Cannondale	15	1%
Carrera	2	0%
Casati	0	0%
Cervelo	148	13%
Cinelli	5	0%
Ciocc	0	0%
Colnago	130	12%
Coppi	2	0%
Custom	27	2%
Cyfac	3	0%
Davidson	0	0%

Storck		13	1%
Surly		0	0%
Time		18	2%
Titus		1	0%
Tomassini		3	0%
Torelli		0	0%
Trek		98	9%
Van Dessel		0	0%
Waterford		3	0%
Wilier		15	1%
Other		20	2%
Total		1129	100%

**41.** Most desired bicycle with price being an object

Aegis		1	0%
Alan		0	0%
Argon 18		3	0%
BH		4	0%
BMC		9	1%
Basso		0	0%
Bianchi		26	2%
Blue		6	1%
Calfee		0	0%
Cannondale		58	5%
Carrera		1	0%
Casati		1	0%
Cervelo		173	16%
Cinelli		3	0%
Ciocc		2	0%
Colnago		56	5%
Coppi		0	0%



Custom	9	1%
Cyfac	1	0%
Davidson	1	0%
De Rosa	6	1%
Dean	1	0%
Debernardi	0	0%
Dolan	1	0%
Eddy Merckx	16	1%
Elite	0	0%
Felt	32	3%
Fondriest	3	0%
Focus	1	0%
Fuji	7	1%
Gary Fisher	2	0%
Giant	40	4%
Gios	0	0%
GT	2	0%
Guru	2	0%
Hampsten	4	0%
Ibis	1	0%
Independent Fabrications	12	1%
Isaac	0	0%
Jamis	7	1%
Javelin	1	0%
K2	1	0%
Kestrel	1	0%
Klein	1	0%
Kona	0	0%
Kuota	5	0%
Kuips	0	0%
LaPierre	5	0%

LeMond	6	1%
Litespeed	12	1%
Look	23	2%
Louis Garneau	0	0%
Lynsky	2	0%
Masi	2	0%
Merlin	5	0%
Milano Sport	0	0%
Mondonico	2	0%
Mongoose	0	0%
Moots	10	1%
Moser	0	0%
Olmo	0	0%
Opera	2	0%
Orbea	31	3%
Parlee	7	1%
Pegoretti	4	0%
Pinarello	34	3%
QR	0	0%
Quattro Assi	0	0%
Raleigh	2	0%
Redline	2	0%
Richard Sachs	0	0%
Ridley	15	1%
Ritchey	0	0%
Salsa	1	0%
Scattante	3	0%
Scott	16	1%
Schwinn	0	0%
Serotta	19	2%
Seven	11	1%

Somec		0	0%
Specialized		146	13%
Spectrum		1	0%
Storck		3	0%
Surly		1	0%
Time		4	0%
Titus		0	0%
Tomassini		2	0%
Torelli		1	0%
Trek		179	16%
Van Dessel		1	0%
Waterford		6	1%
Wilier		12	1%
Other		35	3%
Total		1105	100%

**42. Groupset**

Campagnolo		353	31%
Shimano		593	53%
SRAM		169	15%
Other, Please Specify <a href="#">View Responses</a>		10	1%
Total		1125	100%

**43. Crankset**

Bontrager		21	2%
Campagnolo		305	27%
Cannondale		22	2%
Colnago		3	0%
Cook		0	0%
Deda		1	0%



Subscriber Study  
July 2007

Conducted by  
*Erdos & Morgan*

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## Bicycle Ownership

### Brands of Bicycles Owned (Road and Off-Road)

Which brand(s) of bikes do you own? Road and Off-Road

Total 477  
 Total not answering 2  
 Total answering 475  
 Base: Household owns 1 or more bicycles

Argon 18 .....	0.2%
Bianchi .....	8.4%
BMC .....	-
Burley .....	1.1%
Calfee .....	0.4%
Cannondale .....	16.6%
Cervelo .....	1.5%
Colnago .....	1.1%
Commencal .....	0.2%
Co-Motion .....	0.4%
Cove .....	-
Dean .....	0.4%
DeRosa .....	0.4%
Devinci .....	0.2%
Diamondback/DBR .....	4.6%
Douglas .....	0.6%
Eddy Merckx .....	0.6%
Electra .....	1.3%
Ellsworth .....	0.4%
Felt .....	2.3%
Foes .....	0.2%
Fuji .....	5.9%
Gary Fisher .....	7.4%
Giant .....	16.8%
GT .....	3.4%
Haro .....	1.3%
Independent Fabrication .....	0.4%
Intense .....	-

## Bicycle Ownership

### Brands of Bicycles Owned (Road and Off-Road), continued

Iron Horse .....	1.3%
Jamis .....	3.2%
K2 .....	1.1%
Kestrel .....	0.8%
KHS .....	1.5%
Kona .....	3.8%
Kuota .....	0.2%
LeMond .....	6.1%
Litespeed .....	5.7%
Look .....	0.6%
Marin .....	2.1%
Masi .....	1.1%
Maverick .....	-
Merlin .....	0.8%
Mongoose .....	3.8%
Moots .....	-
Motobecane .....	1.5%
Mountain Cycle .....	0.2%
Norco .....	-
Novara .....	3.8%
Opera .....	-
Orange .....	-
Orbea .....	2.9%
Parlee .....	-
Pegoretti .....	0.2%
Pinarello .....	0.6%
Raleigh .....	12.0%
Ritchey .....	-
Rivendell .....	0.4%
Rocky Mountain .....	1.7%
Salsa .....	1.1%
Santa Cruz .....	1.3%



## Bicycle Ownership

### Brands of Bicycles Owned (Road and Off-Road), continued

Schwinn .....	14.7%
Scott.....	2.5%
Serotta .....	0.6%
Seven.....	1.1%
Specialized .....	27.2%
Surly.....	0.6%
Swobo .....	-
Time .....	-
Titus .....	0.6%
Tomac.....	-
Tommaso.....	0.2%
Tommasini .....	-
Torelli .....	0.4%
Trek.....	40.2%
Turner .....	0.2%
Ventana .....	-
Waterford .....	0.4%
Yeti.....	0.2%
Other .....	26.9%

## Bicycle Ownership

### Brands of Road Bicycles Owned

Which brands of bikes do you own? Road

Total 468

Total not answering 4

Total answering 464

Base: Respondent currently owns a road bike

Argon 18 .....	0.2%
Bianchi .....	7.8%
BMC .....	-
Burley .....	0.9%
Calfee .....	0.4%
Cannondale .....	14.9%
Cervelo .....	1.5%
Colnago .....	1.1%
Commencal .....	-
Co-Motion .....	0.4%
Cove .....	-
Dean .....	0.4%
DeRosa .....	0.4%
Devinci .....	-
Diamondback/DBR .....	3.0%
Douglas .....	0.6%
Eddy Merckx .....	0.6%
Electra .....	1.3%
Ellsworth .....	0.2%
Felt .....	2.4%
Foes .....	-
Fuji .....	5.8%
Gary Fisher .....	2.8%
Giant .....	12.9%
GT .....	2.2%
Haro .....	0.6%
Independent Fabrication .....	0.4%
Intense .....	-

## Bicycle Ownership

### Brands of Road Bicycles Owned, continued

Iron Horse .....	0.4%
Jamis .....	2.2%
K2.....	-
Kestrel.....	0.6%
KHS.....	0.9%
Kona .....	1.3%
Kuota .....	0.2%
LeMond.....	6.3%
Litespeed .....	5.2%
Look .....	0.6%
Marin.....	1.5%
Masi .....	1.1%
Maverick .....	-
Merlin .....	0.6%
Mongoose .....	0.9%
Moots .....	-
Motobecane .....	1.5%
Mountain Cycle .....	-
Norco .....	-
Novara .....	3.0%
Opera.....	-
Orange.....	-
Orbea.....	3.0%
Parlee .....	-
Pegoretti .....	0.2%
Pinarello.....	0.6%
Raleigh.....	10.3%
Ritchey .....	-
Rivendell.....	0.4%
Rocky Mountain .....	0.2%
Salsa.....	0.6%
Santa Cruz.....	-
Schwinn .....	11.0%

## Bicycle Ownership

### Brands of Road Bicycles Owned, continued

Scott.....	2.4%
Serotta .....	0.4%
Seven.....	1.1%
Specialized .....	20.9%
Surly.....	0.2%
Swobo.....	-
Time.....	-
Titus .....	0.4%
Tomac.....	-
Tommaso.....	0.2%
Tommasini .....	-
Torelli .....	0.2%
Trek.....	33.4%
Turner .....	-
Ventana .....	-
Waterford .....	0.4%
Yeti.....	-
Other.....	21.8%

## Bicycle Ownership

### Brands of Off-Road Bicycles Owned

Which brands of bikes do you own? Off-Road

Total 331

Total not answering 51

Total answering 280

Base: Respondent currently owns a mountain bike

Argon 18 .....	-
Bianchi .....	2.5%
BMC .....	-
Burley .....	0.4%
Calfee .....	-
Cannondale .....	5.7%
Cervelo .....	-
Colnago .....	-
Commencal .....	0.4%
Co-Motion .....	-
Cove .....	-
Dean .....	0.4%
DeRosa .....	-
Devinci .....	0.4%
Diamondback/DBR .....	3.6%
Douglas .....	-
Eddy Merckx .....	-
Electra .....	-
Ellsworth .....	0.7%
Felt .....	-
Foes .....	0.4%
Fuji .....	1.1%
Gary Fisher .....	8.9%
Giant .....	10.0%
GT .....	2.9%
Haro .....	1.1%
Independent Fabrication .....	-
Intense .....	-



## Bicycle Ownership

### Brands of Off-Road Bicycles Owned, continued

Iron Horse .....	1.4%
Jamis .....	2.1%
K2 .....	1.8%
Kestrel .....	0.4%
KHS .....	1.1%
Kona .....	5.0%
Kuota .....	-
LeMond .....	-
Litespeed .....	1.4%
Look .....	-
Marin .....	1.1%
Masi .....	-
Maverick .....	-
Merlin .....	0.4%
Mongoose .....	5.0%
Moots .....	-
Motobecane .....	-
Mountain Cycle .....	0.4%
Norco .....	-
Novara .....	1.8%
Opera .....	-
Orange .....	-
Orbea .....	-
Parlee .....	-
Pegoretti .....	-
Pinarello .....	-
Raleigh .....	5.0%
Ritchey .....	-
Rivendell .....	-
Rocky Mountain .....	2.9%
Salsa .....	0.7%
Santa Cruz .....	2.1%
Schwinn .....	9.6%



## Bicycle Ownership

### Brands of Off-Road Bicycles Owned, continued

Scott.....	0.4%
Serotta .....	0.4%
Seven.....	-
Specialized .....	17.5%
Surly.....	0.7%
Swobo.....	-
Time .....	-
Titus .....	0.4%
Tomac.....	-
Tommaso.....	-
Tommasini .....	-
Torelli .....	0.4%
Trek.....	26.4%
Turner .....	0.4%
Ventana .....	-
Waterford .....	-
Yeti.....	0.4%
Other .....	15.4%

## Bicycle – Next Purchase

### Brands of Bicycles Most Likely to Consider for Next New Purchase (Road and Off-Road)

What brand(s) of bicycles will you most likely consider for your next new purchase (*road or mountain*)?

Total 282

Total not answering 43

Total answering 239

Base: Plans to buy a new bike within the next 2 years

Argon 18 .....	0.4%
Bianchi .....	12.6%
BMC .....	1.7%
Burley .....	2.5%
Calfee .....	0.8%
Cannondale .....	29.3%
Cervelo .....	13.4%
Colnago .....	5.0%
Commencal .....	0.4%
Co-Motion .....	1.7%
Cove .....	-
Dean .....	0.4%
DeRosa .....	2.5%
Devinci .....	0.8%
Diamondback/DBR .....	3.8%
Douglas .....	0.4%
Eddy Merckx .....	6.7%
Electra .....	3.3%
Ellsworth .....	0.8%
Felt .....	13.4%
Foes .....	0.4%
Fuji .....	10.0%
Gary Fisher .....	13.4%
Giant .....	25.5%
GT .....	4.6%
Haro .....	0.4%
Independent Fabrication .....	4.6%

## Bicycle – Next Purchase

### Brands of Bicycles Most Likely Consider for Next New Purchase (Road and Off-Road), continued

Intense .....	0.8%
Iron Horse .....	2.5%
Jamis .....	6.3%
K2 .....	2.5%
Kestrel .....	2.5%
KHS .....	1.3%
Kona .....	7.5%
Kuota .....	2.5%
LeMond .....	8.4%
Litespeed .....	8.8%
Look .....	5.4%
Marin .....	5.0%
Masi .....	-
Maverick .....	0.8%
Merlin .....	2.1%
Mongoose .....	1.3%
Moots .....	3.3%
Motobecane .....	2.5%
Mountain Cycle .....	-
Norco .....	0.8%
Novara .....	3.8%
Opera .....	0.8%
Orange .....	-
Orbea .....	13.8%
Parlee .....	0.8%
Pegoretti .....	1.3%
Pinarello .....	11.3%
Raleigh .....	10.5%
Ritchey .....	1.3%
Rivendell .....	2.5%
Rocky Mountain .....	6.7%
Salsa .....	4.2%

## Bicycle – Next Purchase

### Brands of Bicycles Most Likely Consider for Next New Purchase (Road and Off-Road), continued

Santa Cruz .....	5.0%
Schwinn .....	8.4%
Scott.....	7.1%
Serotta .....	2.9%
Seven.....	5.9%
Specialized .....	44.4%
Surly.....	1.7%
Swobo.....	0.8%
Time .....	0.8%
Titus .....	2.5%
Tomac.....	0.4%
Tommaso.....	-
Tommasini .....	0.8%
Torelli .....	0.4%
Trek.....	55.2%
Turner .....	0.8%
Ventana .....	-
Waterford .....	2.1%
Yeti.....	2.5%
Other.....	6.7%